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L19597
JUST A REMINDER!

....ANY TIME IS CALADIUM TIME

Plant the year around---Always ready for sale, no timing needed. Versatile as house plants, landscaping outdoors, and the foliage may be cut for floral work. New foliage will grow out. You can grow your own exotic tropical foliage, sell the plants, or both.

....and, when comparing prices, it would be wise to keep these important factors in mind, which WE offer for YOUR consideration.

<u>QUALITY</u>	<u>CERTIFIED BULBS</u>	<u>GENEROUS COUNT</u>
<u>HEAVY SIZING</u>	<u>CAREFUL PACKING</u>	<u>REASONABLE PRICES</u>
<u>WELL-BALANCED MIXTURES</u>	<u>OVER 100 VARIETIES</u>	<u>GUARANTEED SATISFACTION</u>

SHIPPING PERIOD---ALL YEAR

PRICES PER 100

SIZE	F.O.B. (Sebring, Fla.)	PREPAID IN U.S.A.
$\frac{3}{4}$ -1 $\frac{1}{2}$ in. dia. (#3)	\$ 6.00 5.75	\$ 7.00 6.75
1 $\frac{1}{2}$ -1 $\frac{3}{4}$ in. dia. (#2)	10.00 8.50	11.50 10.00
1 $\frac{3}{4}$ -2 $\frac{1}{2}$ in. dia. (#1)	15.00 14.50	17.50 16.75
2 $\frac{1}{2}$ -3 $\frac{1}{2}$ in. dia. (Jumbo)	23.00	28.00 27.00
3 $\frac{1}{2}$ & UP in. dia. (Mammoth)	34.00	44.00 40.00

LESS 10% 500 UP.

No less than 25 of a variety or size, if labeled and separately packed.

..... 10 " " " " " " **YOUR SELECTIONS- MIXED.**

STRAP/LANCE VARIETIES are priced one size higher than the regular varieties' F.O.B. prices i.e. #2 straps would be \$15.00 per 100 F.O.B., plus \$1.50 per 100 prepaid, if desired. #3 \$8.50, #1 \$24.00, Jumbo \$35.00 F.O.B.

Prices on AMOUNTS LESS THAN 25, separately packed and labeled: #3 8¢; #2 13¢; #1 20¢; Jumbo 30¢; Mammoth 45¢. STRAP/LANCE LEAF- #3 13¢; #2 20¢; #1 30¢; Jumbo 45¢. F.O.B. Add 3¢, 4¢, 5¢, 6¢ & 10¢ resp. per bulb POSTPAID.. Minimum order--10 of a variety or size, SPECIAL (no minimum) 1 Doz. #1 regular or #2 strap/lance leaf \$5.00 POSTPAID.

Should substitutions become necessary, please indicate whether size or variety is preferred, otherwise a similar variety of the size selected by you will be shipped.

Hoping we may have the pleasure of serving you this season, and thanking all our regular customers for your trust in us, as evidenced by your continued patronage, we are

Yours very truly,

R. W. LONGABAUGH

P.S. NOW AVAILABLE...Beautifully colored display-sales carton, containing 150 #1 bulbs in 6 leading varieties. Price \$25.00 F.O.B.

Sebring, Florida

JUST A REMINDER:

....WHY TIME IS CRUCIAL TIME

Plant the year around--Always ready for sale, no timing needed. Versa-
tile as house plants, landscape customers, and the foliage may be cut
for floral work. New foliage will grow out. You can grow your own exotic
tropical foliage, well the plants, or both.

....and, when comparing prices, it would be wise to keep these important
factors in mind, which we offer for YOUR consideration.

QUALITY	QUANTITY	REASONABLE PRICES	GUARANTEED SATISFACTION
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SHIPPING METHOD--ALL YEAR

PRICES PER 100

SIZE	100'S (20' TALL, 10" DIA.)	PREPAID IN U.S.A.
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4-1/2" in. dia. (45)	\$ 8.00	\$ 7.00
11-1/2" in. dia. (45)	10.00	11.50
11-3/4" in. dia. (41)	12.00	17.50
21-3/4" in. dia. (70)	23.00	28.00
21-3/4" in. dia. (70)	24.00	44.00

LESS 10% 100 UP.

No less than 25 of a variety or size, if labeled and separately packed.

STAP/ANCH VARIETIES are priced one size higher than the regular var-
ieties. I.e., prices 1.e., 45 straps would be \$18.00 per 100 I.O.P.,
plus \$1.50 per 100 prepaid, if desired.

Prices on amounts less than 25, separately packed and labeled: 45 25;
45 100; 45 200; 45 300; 45 400; 45 500; 45 600; 45 700; 45 800;
45 900; 45 1000; 45 1100; 45 1200; 45 1300; 45 1400; 45 1500;
45 1600; 45 1700; 45 1800; 45 1900; 45 2000; 45 2100; 45 2200;
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45 3000; 45 3100; 45 3200; 45 3300; 45 3400; 45 3500;
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VARIETY LIST

- BRILLIANTISSIMO. Translucent red center, light green border. Bright.
 CANDIDUM. The leading white variety. Snow-white, green veins. Vigorous.
 CARE NONE. Scarlet center, yellow-green border. Very leafy. Vigorous.
 CRIMSON WAVE. Bright crimson center. Large, crinkled, translucent leaf.
 Good outdoor grower. Vigorous.
 DELPHIN. Dark green leaf, profusely spotted maroon. Leafy & vigorous.
 DEVONSHIRE. Mottled, translucent lavender-pink leaves. Leafy, vigorous.
 DR. GROOVER. Rose-pink, translucent leaves, heavily mottled, medium
 green border. Leafy, vigorous and bright color.
 DR. T. L. MEADE. Entire leaf coppery-bronze red. Also known as Blaze.
 EDITH MEADE. Snow-white leaves. Narrow, dark green border. Red midribs.
 EDNA SMITH. Very low, bright pink. Crinkled, translucent leaves. Good.
 FANNIE MUNSON. Translucent lavender-rose, large leaves. Low growing.
 Very popular, and considered the best all round pink.
 ITACAPUS. Bright red. Shows best color in subdued light. Good potting.
 JESSIE THAYER. Flushed pink & white on dark green. Outstanding for
 beautiful veining and heavy red midribs. Large leaves.
 JOHN PEED. Bright red center on moss-green border. Popular red variety.
 L. L. HOLMES. Similar to MARIE MOIR. Whiter in late growth.
 LORD DERBY. Translucent shell-pink, crinkled leaves. Green veins. Leafy.
 MACAHYBA. Dark green leaf, profusely marked with lilac splotches.
 MADAM TRUALL. Bright red center with broad ribs, bronzy hue. Noted for
 its glossy leaves.
 MARIE MOIR. Large white leaves with bright red blotches. Green veins.
 Medium tall, vigorous grower.
 MRS. F. SANDERS. Deep lavender-rose, translucent, large leaves, heav-
 ily blotched green & chartreuse. Good outdoors.
 MRS. W. B. HALDEMANN. Bright, translucent pink, interspersed white.
 PATSY PARKS. Bright red. Improved cross of Red Flare & Pimpernelle.
 POEUIL ANGLAIS. Deep red leaves. Light apple-green border. Bright.
 RED FLARE. Bright scarlet leaf, blotched with light & dark green. Low
 growing. Very leafy. Popular potting variety. Good outdoors.
 RED HORTULANIA. Entire leaf brilliant red. Narrow green border. Low
 growing, medium leafer.
 RISING SUN. Dark red center, with orange-red spots bursting forth from
 center. Tall growing. Very good for outdoor planting.
 ROYAL WHITE. Very low growing snow-white. Green veins.
 SCARLET PIMPERNELLE. Scarlet center with yellow-green border. Bright.
 SROCOBA. Translucent white suffused with pink. Green ribs. Leafy.
 SPANGLED BANNER. Bright red center, profusely spotted pink. Low, leafy.
 THOMAS TOMLINSON. Bright crimson center with blotches of red & green.
 Very low grower & leafy. Good for potting.
 TRIOMPHE DE L'EXPOSITION. Bright crimson center. Large leaf. Vigorous.
 ELSIE STEELE. Bright crimson center on moss-green border. Very good.

 Our mixture is made up of half field-grown mixed(all our named variet-
 ies), plus 12-15 hand mixed most popular varieties, divided equally
 into three basic color groups. This assures you a much better variety
 range even after our stock of separate varieties becomes limited.

LANCE/STRAP VARIETIES. GLORIOSA(pink), RIPPLE(variegated), WHITE WINGS
 (white), CALOOSAHATCHIE(white), TWENTY GRAND
 (pink), SYMPHONY(pink), FESTA LEE(red), HORATIO
 CYD(variegated), RED FRILL(red), RED CHIEF(red)
 MUMBO(red), PAULA LEITZE(variegated), CITATION
 (pink), ROSALEE(red) & OTHERS, including MIXED.

SUPPLEMENTAL VARIETY LIST

A partial list of additional varieties available.

- VIVIAN LEE. Similar to Crimson Wave. Medium low grower. Good leafer.
 PINK BEAUTY. Low growing pink. Leafy.
 ACE OF HEARTS. Low growing red. Medium leafer. Bright color.
 ANN GREER. Large round-leaved red. Medium leafer. Low growing.
 FREIDA HEMPLE. Low growing, bushy red. Bright color. Good for potting.
 SEAGULL. Low growing, very leafy. Good for potting. Variation in white.
 MARY QUEEN OF SCOTS. Blotched plaid. Low growing. Leafy.
 ATTALA. Vigorous, large leaved, with beautiful pink stems.
 LUELLA WHORTON. Vigorous, tall growing. Very large leaves.
 FRED BAUSE. Low growing, leafy red. Good potting variety.
 BLANCHE WISE. Low growing, heavy leafer. Cream center, blotched red.
 BRAZILIAN BUTTERFLY. Vigorous, low grower. Leafy. Cream & pink.
 BILLY. New pink. Very promising. Leafy. Bright color.
 RED POLKA. Red splotches on red background. Good potting variety.
 AARON. New white. Outstanding.
 PINK CLOUD. Medium tall-growing pink. Large leaves. Bright color.
 MRS. ARNO NERHLING. Very low, very leafy. Becomes white in subdued light. Coppery-red grown outside.
 RICHARD DECKARD. Low growing, medium leafer. Good coloring.
 BILL HOLMES. Good potting variety. Strawberry pink & cream on green.
 MISS CHICAGO. Low growing, colorful pink.
 EDNA. Very large, glossy red leaves. Light leafer.
 SCARLET BEAUTY. Bright red. Low growing. Good potting variety.
 FESTIVIA. New red. Good leafer. Crinkled leaves. Green veins.
 GAIL DEE. Very fine pink. Plenty of leaves. Slightly tall.
 FRECKLES. Dark pink. Heavy leafer, short growth. Good potting variety.
 RUBY SMITH. New red. Good potting variety. Low growing, leafy.
 KATHLEEN. New pink. Very leafy, very low. Excellent for potting.
 MRS. F. M. JOYNER. Very colorful new white. Vigorous. White in inside culture. Coppery-red outside culture.
 LEE STOKES. Good leafer. Blotched creamy green on darker green.
 JUNE BRIDE. New white. Low growing. Good leafer.
 ROHERS DAWN. Low growing. Large leaved. Red ribs & beautiful veining.
 A. J. BARNES. Large leaved. Vivid red center. Wide peagreen border. Medium tall grower. Outstanding for outdoor culture.
 CAROLYN WHORTON. Most beautiful of the splotched pink varieties. Heavy leafer, low growing. Good for potting.
 DAYBREAK. Also known as Dawn. Low growing. White to blush pink leaves, netted green. Green border, pink midribs. Good for potting.
 LORD ROSENBERRY. Also known as Rosebud. Light red rose center.
 MABEL BARNES. Large ruffled-edge leaves. White midriff and veins. Wide green border with blood red blotches. Tall grower.
 MISS MUFFETT. Very low, dwarf. Very dainty. Medium leafer. Light green to light yellow with copious red splotches.
 SUSAN. Very low growing new pink blotched variety. Good for potting.
 THE DUKE. New red. Vivid metallic red center on moss green border. Good leafer. Good for potting or outside.
 WHITE PRINCESS. Medium small leaves. Snow white center with green ribs and border. Border flecked with white. Low grower.
 CARDINAL. Dark red, translucent, crinkled leaves. Low growing. Leafy. Best coloring shows where strong light is provided, but not enough to burn leaves.

.....AND OTHERS, including STRAP-LEAVED varieties.

R. W. LONGABAUGH

EDGEWATER CALADIUMS of Sebring, Fla.

.....OUR CALADIUM PRICES ARE SET BY THESE FACTORS.....

HIGH STANDARDS OF QUALITY are assured by having bulbs properly cured in a modern, concrete-block packing house, under conditions of controlled temperature and ventilation.

ALL BULBS ARE INSPECTED AND CERTIFIED by the Florida State Plant Board to be disease-free.

EXTRA BULBS ARE ADDED to the count as a bonus.

GRADING IS HEAVY. Our #2 grade is now $1\frac{1}{4}$ - $1\frac{1}{2}$ in. dia. Jumbo is now $2\frac{1}{2}$ - $3\frac{1}{2}$ & UP.

EACH BULB IS CHECKED for soundness and condition before being carefully packed.

CAREFUL PACKING, to withstand extremes in temperatures, and also breakage enroute, assures safe arrival to you. We use light, dry wood shavings as packing material, free from weevils and other insect pests which are often found in some packing materials.

OUR MIXTURES ARE HAND-SELECTED and are balanced as to color grouping and contain some 35-40 varieties (at peak supply)...one third whites, unless otherwise specified by you. And.....our mixtures do not contain any dull, non-descript discards. To insure a well balanced variety range, even well after our separate varieties become more limited in selection, we include a portion of a field-grown mixture, which consists of all the separate varieties we grow as well as a few we do not raise separately (over 50 varieties in all).

OUR LIST OF VARIETIES has been built on our customers' requirements. We drop any varieties that have not proven their worth. We have found some to be "old reliable" favorites of long standing. We have all these plus newer introductions, each year, as they prove to be good vivid, salable varieties with lasting qualities.

If you want any variety not shown on our stock list, please list such with your order. Thru an exclusive arrangement with a hybridizer-grower, we can purchase most any variety you may want and include same in your order with us at our prices, thus saving you time and money on separate orders and possible volume discounts.

WE GUARANTEE SATISFACTION! We are proud of the long list of satisfied customers we have built up over a period of years. If at any time you are not pleased with our bulbs, our packing, or our service, PLEASE let your complaints be known to us. We will make good to the full extent, plus an additional adjustment to compensate for any inconvenience it may have caused you.

R. W. LONGABAUGH
Grower and Shipper
Sebring, Fla.

